

ORDER



Orders
Order / Rev: 219286
Alt Order #:
Product Desc: 11/3-11/6 HIRSCHBIEL DPV
Estimate:
Flight Dates: 11/03/12 - 11/06/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Hirschbiel DPV
Demographic: A25-54
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN117/SP159/AL1336

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12 | 11/06/12 | 10 | \$3,000.00 | \$2,550.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 10 | \$3,000.00 | \$2,550.00 | 0.00 |
| Totals | 10 | \$3,000.00 | \$2,550.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--|-------|--|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | WVBT | 11/03/12 | 11/03/12 | College Football College Football | CM | College Football (3:00 PM-6:30 PM) | -----S- | :30 | 2 | \$200.00 | P4 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 2 | | | | \$200.00 | | 0.00 | | | |
| N 2 | WVBT | 11/03/12 | 11/03/12 | College Football College Football | CM | College Football (7:00 PM-10:30 PM) | -----S- | :30 | 2 | \$200.00 | P4 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 2 | | | | \$200.00 | | 0.00 | | | |
| N 3 | WVBT | 11/03/12 | 11/03/12 | Late News (After Sports) Late News (after Sports) | CM | Late News (after S- | -----S- | :30 | 1 | \$250.00 | P3 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$250.00 | | 0.00 | | | |
| N 4 | WVBT | 11/04/12 | 11/04/12 | Fox NFL Pre Game Fox NFL Pre Game | CM | Fox NFL Pre Gam- | -----S | :30 | 1 | \$700.00 | P2 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$700.00 | | 0.00 | | | |
| N 5 | WVBT | 11/04/12 | 11/04/12 | Su 10-1044p Fox News @10 Sun | CM | 10-1045p | -----S | :30 | 1 | \$500.00 | P2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$500.00 | | 0.00 | | | |
| N 6 | WVBT | 11/05/12 | 11/06/12 | WAVY News 10 on FOXGM WAVY News 10 on FOX 43 | CM | WAVY News 10 or 11 | ----- | :30 | 2 | \$125.00 | P4 | 0.00 | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | 11----- | | 2 | | | | \$125.00 | | 0.00 | | | |

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